

MARY T. BIGGS, Ph.D.

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Qualitative Research • Museum Evaluation & Interpretive Design • Project Leadership

Resourceful, socially-responsible, and intellectually-curious professional conducting creative, client-centered program evaluation and rigorous content research. Brings a seasoned, museum-based qualitative research background, a commitment to DEIA and visitor-focused meaning-making, and a talent for getting things done. Recognized for excellent interpersonal dexterity and communication.

AREAS OF EXPERTISE

- CAQDAS: ATLAS.ti
- Microsoft Office Suite & Google workspace
- Qualtrics survey design & analysis
- Program evaluation
- Interpersonal relationships & client engagement
- Project management
- Spanish, oral & written
- Leadership, multi-tasking, and time management
- Proposal & grant writing

SELECTED PROFESSIONAL EXPERIENCE

Curriculum Evaluation & Design Consultant

Dec. 2023 – present

MobilizeGreen, Washington, DC

- Use client interviews, focus groups, document analysis, and Qualtrics surveys to assess current curricula components for seven programs in national workforce development organization serving 174+ diverse young professionals; develop timeline and project plan for creating new curricula components within time and budgetary constraints
- Design new curricula, including scope and lesson sequence, instructional units, lesson plans, and student resources, with emphasis on language that aligns with organizational mission and responds to client needs with focus on racial equity and environmental justice. Planned outcome of 8 core modules and consolidated resources for 22 more.

Museum Evaluator & Consultant

Feb. 2023 – Dec. 2023

North Carolina Department of Natural & Cultural Resources, Raleigh, NC

- Worked with state government client to craft storylines and interpretive frameworks for more diverse interpretation at site; with client input, created interpretive direction for big site changes
- Produced new content narrative with recommendations for narrative structures and developed institutional positioning for politically-charged site interpretation regarding voting rights in NC; contributed to updated website language reflecting new site direction
- Planned and lead 3 milestone client presentations over eleven months to solicit feedback from research specialists, incorporate site priorities, and report project progress to project management
- Collaborate with curriculum specialists to curate and evaluate resources for K-12 curricula and field trips that reach 30,000+ K-12 students annually

Lead Qualitative Researcher

Aug. 2018 – May 2023

Department of Geography, University of North Carolina at Chapel Hill, Chapel Hill, NC

- Worked collaboratively with museum professionals to design and implement NSF-funded qualitative research on five state-owned historic sites in North Carolina, with emphasis on museum program evaluation

- Conducted 150 interviews, completed 16 structured observations, designed and disseminated 3 Qualtrics surveys, and compiled substantial secondary research using Microsoft Excel and ALTAS.ti to evaluate five educational programs for client (North Carolina Department of Natural & Cultural Resources); produced four site reports with relevant findings
- Consistently and effectively communicated research outcomes through a variety of methods, including four professional site reports, two curated blog posts, two peer-reviewed articles, and one public-facing pamphlet

Program Coordinator, UNC Scholars Program

Aug. 2021 – Jun. 2022

Office of Scholarships & Student Aid, University of North Carolina at Chapel Hill, Chapel Hill, NC

- Evaluated program impact and outcomes for 7 UNC scholarship programs serving 400+ students through three separate surveys; effectively communicated survey results to team leadership through Qualtrics graphs and narrative storytelling
- Worked independently to plan and execute two events, distribute 90 books to 40 students, write and disseminate three weekly newsletters for diverse scholarship recipients, and organize professional headshots for 9 senior scholars during supervisor’s unexpected medical leave
- Provided general administrative support for office leadership and collaborated with team to manage diverse and fast-paced workload

Resource Assistants Program Liaison

Feb. 2016 – Jun. 2018

USDA Forest Service, Washington, DC

- Cultivated 8 organization partnerships, developed 5 adult education programs, conducted program evaluation through 6 focus groups and 1 Qualtrics survey, and spearheaded communication with clients of the Resource Assistants Program, a Federal internship program
- Produced 30-page guidance document outlining onboarding, engagement, and offboarding for three stakeholder groups participating in Resource Assistants program

SELECTED PUBLICATIONS

Biggs, M.T. (forthcoming). Boundaries and boundary-making: Somerset Place State Historic Site and the National Register of Historic Places. *GeoHumanities*.

Biggs, M.T. (2023). Public history and outdoor recreation: A landscape perspective. *Landscape EXchange*. <https://lex.landscaperesearch.org/content/public-history-and-outdoor-recreation-a-landscape-perspective/>

Biggs, M. T. (2022). Sight lines and curb appeal: Landscape, race, and compromise at three North Carolina state historic sites. *Southeastern Geographer*, 62 (2), 92-110. <https://www.muse.jhu.edu/article/856165>.

Biggs, M. T. (2020). *Re-designing historic space: Corrective landscape planning at Stagville State Historic Site*. National Council of Public History, History@Work. <https://ncph.org/history-at-work/re-designing-historic-space-at-stagville-state-historic-site/>

EDUCATION

Doctor of Philosophy

Social Sciences (Geography)
2023

University of North Carolina at Chapel Hill, Chapel Hill, NC

Master of Arts

Social Sciences (Geography)
2020

University of North Carolina at Chapel Hill, Chapel Hill, NC

Bachelor of Arts

Spanish & Env. Studies
2015

Bryn Mawr College, Bryn Mawr, PA